

## ***BIOGRAPHICAL INFORMATION***

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### **Marc Franklin**

Director, Public Relations  
Nintendo of America Inc.  
Redwood City, Calif.

Marc Franklin joined Nintendo of America Inc. in 2007 as director of public relations, where he directs the company's overall strategic public relations programs for both Nintendo hardware and software.

Franklin has more than 15 years of public relations experience, with a specific focus in the digital entertainment industry. Prior to joining Nintendo, he was the director of public relations for Konami Digital Entertainment, Inc., where he ran the PR department and developed short- and long-range communications strategies for the company. Franklin has also managed public relations at numerous other publishers, including Midway, Sega of America and Sony Computer Entertainment America.

In addition to the positions at those companies, Franklin also ran a successful PR consulting business, working with a variety of high-profile clients in the entertainment industry. Prior to the video game industry, he worked in PR at Wilson McHenry Company and Squaw Valley Ski Corporation.

Franklin earned a Bachelor of Arts degree in economics with an emphasis on business and a Bachelor of Fine Arts in photography from the University of California, Santa Cruz.

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